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From: JENS C. JENKINS

Comments: Please see attached.

Docket No. 14531.46

Serial No. 09/264,432

\*\*\*\*\*  
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PATENT APPLICATION  
Docket No. 14531.46

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Philip Y. Goldman et al.

Serial No. 09/264,432

) Art Unit  
2614

Filed: March 8, 1999

Conf. No. 3073

For: SYSTEM AND METHOD FOR INSERTING  
ADVERTISEMENTS INTO AN INFORMATION  
RETRIEVAL SYSTEM DISPLAYRECEIVED  
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JUN 07 2004

Examiner: Scott E. Beliveau

Customer No. 022913

CERTIFICATE OF FACSIMILE TRANSMISSION

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Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

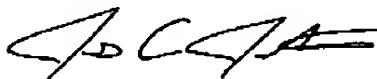
Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Supplemental Amendment "G" (10 pages)
- Form PTO-2038 in the amount of \$120.00
- Transmittal Letter (2 pages)

Dated this 7 of June 2004.

Respectfully submitted,

JENS C. JENKINS  
Registration No. 44,803  
Attorneys for Applicant

Customer No. 022913

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PATENT APPLICATION  
 Docket No. 14531.46

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of



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 PETE R. MALIN, JR.  
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 JOSEPH G. PIA  
 CLINTON E. DURKE  
 DAVID J. LOWERY

Philip Y. Goldman et al. )  
 Serial No. 09/264,432 )  
 Filed: March 8, 1999 )  
 Confirmation No.: 3073 )  
 For: SYSTEM AND METHOD FOR )  
 INSERTING ADVERTISEMENTS INTO )  
 AN INFORMATION RETRIEVAL )  
 SYSTEM DISPLAY )  
 Examiner: Scott E. Beliveau )

TRANSMITTAL FOR AMENDMENT "G"

Mail Stop AMENDMENT  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment for entry in the above-identified application.

Form PTO-2038 in the amount of \$120.00 is enclosed for the additional claims.

The fee has been calculated as follows.

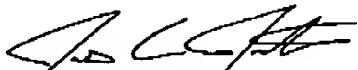
			SMALL ENTITY		LARGE ENTITY	
CLAIMS REMAINING AFTER	HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDT'L FEE	RATE	ADDT'L FEE
Total = 34	32	2	X		X 18	\$ 36.00
Independent = 6	5	1	x		X 84	84.00
1 <sup>ST</sup> PRESENTATION OF MULTIPLE DEPENDENT CLAIM			+ =		+ =	
				TOTAL	TOTAL	\$120.00

The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

- Any filing fees under 37 CFR 1.16 for the presentation of extra claims.
- Any patent application processing fees under 37 CFR 1.17.
- Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 7 day of June 2004.

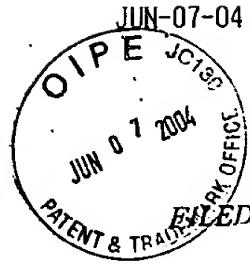
Respectfully submitted,



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PATENT APPLICATION  
Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Philip Y. Goldman et al.

Serial No. 09/264,432

) Art Unit  
) 2614

Filed: March 8, 1999

Conf. No. 3073

For: SYSTEM AND METHOD FOR INSERTING  
ADVERTISEMENTS INTO AN INFORMATION  
RETRIEVAL SYSTEM DISPLAY

Examiner: Scott E. Beliveau

Customer No. 022913

SUPPLEMENTAL AMENDMENT "G"

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Supplemental to Amendment "F", filed June 2, 2004, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.

06/08/2004 MGEDREH1 00000074 233178 09264432

01 FC:1201 86.00 OP  
02 FC:1202 2.00 DA 34.00 OP